LEO BURNETT COMPANY, *Inc.*
Ad No. 480—Req. No. 72507—Page—4 colors—Bleed—5⅝ x 7¾ in.—TV Guide, August 16, 1970 (A)
Printed in U.S.A.

Lower in tar than 95% of all cigarettes sold.

New from Philip Morris Research

MULTIFILTER

A perfect balance of flavor and filtration.

Consider this fact! New Multifilter is lower in tar at 14 mgs.* than 95% of all cigarettes sold in U.S. FTC findings: highest yielding cigarette delivers 32 mgs. tar—the lowest delivers 4 mgs. tar.

*Independent testing service.

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